

Logotype

Primary Logotype

The logotype should either be beside its text or standalone. Never use the text alone.



Crusted Café

Smallest size use

Never use the icon in a size smaller than 120px digital or 30mm in print to retain the detail and message the icon portrays.



Don'ts

Dont skew, rotate, stretch, change colors or stylise the logotype with shadows, glows, or any other techniques

Crusted Café

A large version of the 'Crusted Café' logotype is shown, but it is crossed out with a thick red diagonal line, indicating it should not be used.

Colors



Hex: FF6B0B

CMYK: 0, 58, 96, 0

Pantone: 1585 C

Primary color intended to be used as backgrounds, logotype and call to action buttons



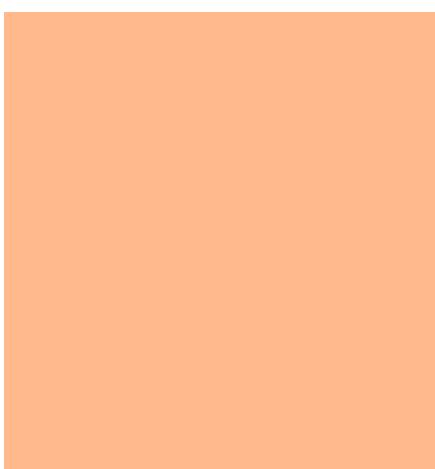
Hex: FF8040

CMYK: 0, 50, 75, 0

Pantone: 164 C

Secondary colors shall be used as smaller contrast on either white or on primary color. Can also be used to create depth with primary color with it as a background.

Should not be used standalone



Hex: FFB98D

CMYK: 0, 27, 45, 0

Pantone: 1555 C

Tertiary color used for contrast on white such as a pattern on a white background or details on the primary color.

Should not be used as a background

Fonts

Visby Round CF

ABCDEFGHIJKLM NOPQRSTUVWXYZ Å Ö
abcdefghijklmnopqrstuvwxyz å ö
1234567890

Visby Round CF when used in bigger text or headings it should be styled as white text with a black stroke with the stroke being 1/16 of the point size

Visby Round CF

ABCDEFGHIJKLM NOPQRSTUVWXYZ Å Ö
abcdefghijklmnopqrstuvwxyz å ö
1234567890

Visby Round without stroke should be used for all other text such as running or smaller text.

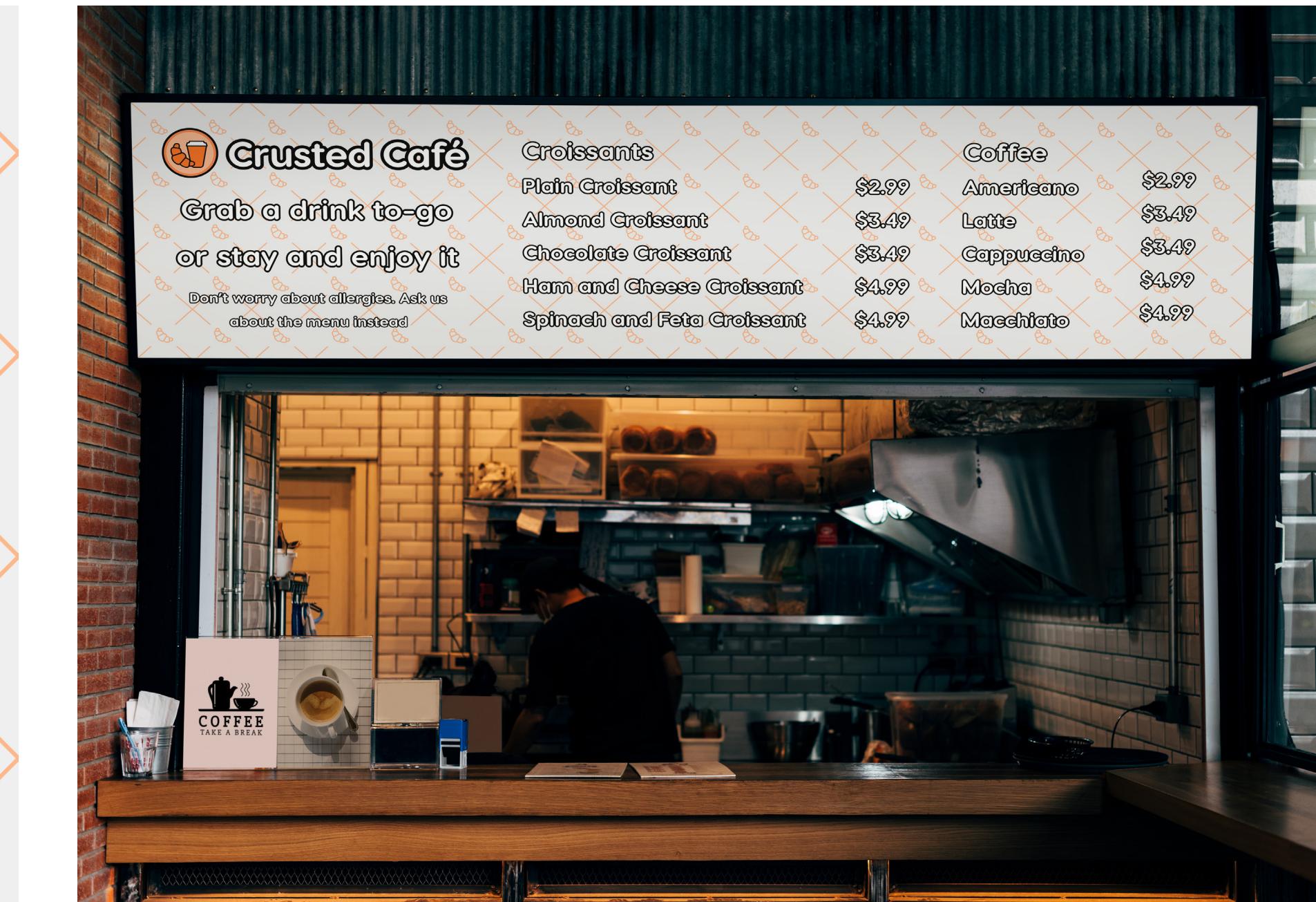
Can also be used as large text in professional context such as powerpoints or presentations

Patterns

The orange pattern should be used on larger surfaces without text or decorative such as on walls or other similar places.



The white pattern should be used when content is placed on top of it such as a menu, flyer or other advertisement material.



Moodboard

